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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

- (Original) A method of providing benefits to an employee comprising;
 identifying at least one price for each of a plurality of line items within a benefit category;

 and
 - offering said line items for purchase by said employee.
 - (Original) A method according to claim 1, said method further comprising: providing a
 predefined employer contribution to said employee for purchase of at least one of said
 line items.
 - (Original) A method according to claim 1, wherein said benefit category comprises insurance benefits.
 - (Original) A method according to claim 3, wherein said insurance benefits comprise health insurance benefits.

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- 5. (Original) A method according to claim 4, wherein said plurality of line items comprises line items selected from the group consisting of: preventative care, physician care, hospital care, emergency care, pharmacy care, alternative care, vision care, and behavioral health care services.
- (Original) A method according to claim 1, wherein said prices are established based on prior cost data.
- (Original) A method according to claim 1, wherein said prices are established based on actuarial data.
- 8. (Original) A method according to claim 1, said method further comprising: identifying a plurality of options for purchase by said employee within said line items.
- (Original) A method according to claim 8, wherein said options comprise cost sharing options.
- (Original) A method according to claim 8, wherein said options comprise place of service options.
- 11. (Original) A method according to claim 8, wherein said options comprise benefit provider network options.

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- 12. (Original) A method according to claim 8, said method further comprising: identifying a plurality of sub-options for purchase by said employee within said options.
- 13. (Original) A method according to claim 1, wherein said line items are offered for purchase by said employee through a user interface accessible through a computer network.
- 14. (Original) A method according to claim 13, wherein said computer network is a local area network.
- 15. (Original) A method according to claim 13, wherein said computer network is a global computer network and wherein said user interface is provided at a web site on said network.
- 16. (Original) A method according to claim 13, said method further comprising: identifying factors on said user interface for said employee to consider in connection with the purchase of one or more of said line items.
- 17. (Original) A method according to claim 13, said method further comprising:

 querying said employee through said user interface for personal information related to said employee; and

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explaining the need for said personal information on said user interface.

- 18. (Original) A method according to claim 1, said method further comprising: creating data representing each said line item purchased by said employee; and transmitting said data to a benefit claims processing vendor configured to automatically build a benefit profile for said employee based on said data.
 - 19. (Original) A method according to claim 18, wherein said claims processing vendor is configured to confirm eligibility for payment of benefit claims based on said benefit profile.
- 20. (Original) A method according to claim 1, said method further comprising: creating data comprising personal information related to said employee and representing each said line item purchased by said employee; and

transmitting said data to a customer service vendor configured to automatically build a customer benefit summary for said employee based on said data.

21. (Original) A method of providing healthcare to an individual comprising: identifying a price for at least one healthcare line item for said individual; and offering said at least one line item for purchase by said individual.

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- 22. (Original) A method according to claim 21, said method further comprising: providing a predefined contribution to said individual for purchase of at least one of said line items.
- 23. (Original) A method according to claim 22, wherein said individual is an employee and said predefined contribution is provided by said employee's employer.
- 24. (Original) A method according to claim 21, wherein said plurality of line items comprises line items selected from the group consisting of: preventative care, physician care, hospital care, emergency care, pharmacy care, alternative care, vision care, and behavioral health care services.
- 25. (Original) A method according to claim 21, wherein said price is established based on prior cost data.
- 26. (Original) A method according to claim 21, wherein said price is established based on actuarial data.
- 27. (Original) A method according to claim 21, said method further comprising: identifying a plurality of options for purchase by said individual within said line items.
- 28. (Original) A method according to claim 27, wherein said options comprise cost sharing options.

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- 29. (Original) A method according to claim 27, wherein said options comprise place of service options.
- 30. (Original) A method according to claim 27, wherein said options comprise benefit provider network options.
- 31. (Original) A method according to claim 27, said method further comprising: identifying a plurality of sub-options for purchase by said individual within said options.
- 32. (Original) A method according to claim 21, wherein said line items are offered for purchase by said individual through a user interface accessible through a computer network.
- 33. (Original) A method according to claim 32, wherein said computer network is a local area network.
- 34. (Original) A method according to claim 32, wherein said computer network is a global computer network and wherein said user interface is provided at a web site on said network.

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- 35. (Original) A method according to claim 32, said method further comprising: identifying factors on said user interface for said individual to consider in connection with the purchase of one or more of said line items.
- 36. (Original) A method according to claim 32, said method further comprising: querying said individual through said user interface for personal information related to said individual; and

explaining the need for said personal information on said user interface.

- 37. (Original) A method according to claim 21, said method further comprising:

 creating data representing each said line item purchased by said individual; and

 transmitting said data to a benefit claims processing vendor configured to automatically
 build a benefit profile for said individual based on said data.
 - 38. (Original) A method according to claim 37, wherein said claims processing vendor is configured to confirm eligibility for payment of benefit claims based on said benefit profile.

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39. (Original) A method according to claim 21, said method further comprising:

creating data comprising personal information related to said individual and representing
each said line item purchased by said individual; and

transmitting said data to a customer service vendor configured to automatically build a customer benefit summary for said individual based on said data.

- 40. (Currently Amended) A method of establishing a health care benefits offering to an employee group comprising:
 establishing a healthcare cost for said group; and
 establishing a line item cost for each of a plurality of health care line items based on said healthcare cost.
 - 41. (Original) A method according to claim 40, wherein said plurality of line items comprises line items selected from the group consisting of: preventative care, physician care, hospital care, emergency care, pharmacy care, alternative care, vision care, and behavioral health care services.
 - 42. (Currently Amended) A method according to claim 40, wherein said <u>healthcare</u> cost is established based on prior cost data.

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- 43. (Currently Amended) A method according to claim 40, wherein said <u>healthcare</u> cost is established based on actuarial data.
- 44. (Original) A method according to claim 40, said method further comprising: establishing a plurality of options within at least one of said line items.
- 45. (Original) A method according to claim 44, wherein said options comprise cost sharing options.
- 46. (Original) A method according to claim 44, wherein said options comprise place of service options.
- 47. (Original) A method according to claim 44, wherein said options comprise benefit provider network options.
- 48. (Original) A method according to claim 44, said method further comprising: establishing a plurality of sub-options within at least one of said options.
- 49. (Original) A method according to claim 40, said method further comprising: presenting said line items on a user interface accessible through a computer network.

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- 50. (Original) A method according to claim 49, wherein said computer network is a local area network.
- 51. (Original) A method according to claim 49, wherein said computer network is a global computer network and wherein said user interface is provided at a web site on said network.

52-69 (Cancelled)

70. (Original) A system for providing benefits to an employee comprising: at least one database comprising data representing at least one price for each of a plurality of line items within a benefit category;

at least one processor for accessing said database; and
a user-interface for accessing said processor to allow purchase of at least one of said line
items by said employee.

- 71. (Original) A system according to claim 70, wherein said database further comprises data representing a predefined employer contribution to said employee for purchase of at least one of said line items.
- 72. (Original) A system according to claim 70, wherein said benefit category comprises insurance benefits.

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- 73. (Original) A system according to claim 72, wherein said insurance benefits comprise health insurance benefits.
- 74. (Original) A system according to claim 73, wherein said plurality of line items comprises line items selected from the group consisting of: preventative care, physician care, hospital care, emergency care, pharmacy care, alternative care, vision care, and behavioral health care services.
- 75. (Original) A system according to claim 70, wherein said database further comprises data representing a plurality of options for purchase by said employee within said line items.
- 76. (Original) A system according to claim 75, wherein said options comprise cost sharing options.
- 77. (Original) A system according to claim 75, wherein said options comprise place of service options.
- 78. (Original) A system according to claim 75, wherein said options comprise benefit provider network options.

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- 79. (Original) A system according to claim 75, wherein said database further comprises data representing a plurality of sub-options for purchase by said employee within said options.
- 80. (Original) A system according to claim 70, wherein said user interface is accessible through a computer network.
- 81. (Original) A system according to claim 80, wherein said computer network is a local area network.
- 82. (Original) A system according to claim 80, wherein said computer network is a global computer network and wherein said user interface is provided at a web site on said network.

83-105 (Cancelled)

106. (New) A method of providing benefits to an employee comprising:

identifying at least one price for each of a plurality of health insurance line items;

offering said line items for purchase by said employee through a user interface accessible through a computer network;

identifying a predefined employer contribution to said employee on said user interface for purchase of at least one of said line items;

creating data representing each said line item purchased by said employee; and

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transmitting said data to a benefit claims processing vendor configured to build a benefit profile for said employee based on said data.

107. (New) A method according to claim 106, wherein said health insurance line items comprises line items selected from the group consisting of: preventative care, physician care, hospital care, emergency care, pharmacy care, alternative care, vision care, and behavioral health care services.